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O'Neal Broadcasting Corporation  
PO Box Q  
Monticello, Mississippi 39654

Before the Federal Communications Commission, Washington, D. C. 20554

IN RE: Section. 73.202 (b)  
FM Table of Assignments  
(Prentiss, Mississippi)

PETITION FOR RULEMAKING

DOCKET FILE COPY ORIGINAL

To the Commission:

Comes now, O'Neal Broadcasting Corporation, ( Hereinafter, "Petitioner") requesting the assignment of FM Channel 285A as the second FM assignment for the city of Prentiss, Mississippi. /1

Prentiss, located in South Central Mississippi currently has one FM assignment, and the addition of the requested channel would be in the public interest, and would provide program diversity for it's residents and residents of Jefferson Davis County.

Attached herewith is a community profile outlining facts about the city and county, demonstrating the viability and need for additional radio service. Attached is engineering data showing compliance with rules.

Should the Commission assign the channel, petitioner will file for the facilities, and, if authorized, will construct and operate the facility without delay. /2

In view of the channel availability, and the interest of petitioner in activitating it, it is in the public interest that this request be granted:

Section 73.202 (b)  
FM Table of Assignments  
(Prentiss, Mississippi)

Current: Channel 252A

Proposed: Channel 252A  
Channel 285A

Regards,  
O'Neal Broadcasting Corporation'

Rusty O'Neal, President *[Signature]*  
This petition is true and correct to my best knowledge and belief.  
Personally appeared before me this the 29 Day of May, 1996  
*[Signature]*  
Notary Public My Commission expires 1-1-2000.

/1 The coordinates for Channel 285A, Prentiss, are: 31° 29' 43" NL  
89° 55' 43" WL

Located approximately 10 KM S/SW city  
Spacing study and coverage map attached.

/2 Petitioner is licensee of WRQO, Monticello. If allocated, FCC Form 301 applying for the facility will include a proper duopoly study and showing.

No. of Copies rec'd  
List ABCDE

*[Handwritten initials]*

# J. Boyd Ingram and Associates

BROADCAST CONSULTANTS

P. O. BOX 73

BATESVILLE, MISSISSIPPI 38606

601/563-4664

FAX 601/563-9002

May 22, 1996

## STATEMENT OF CONSULTANT:

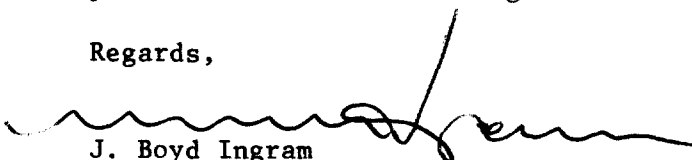
I, J. Boyd Ingram, have been retained by The O'Neal Broadcasting Corporation to prepare the attached Petition for Rulemaking, requesting assignment of an additional FM Channel to Prentiss, Jefferson Davis County, Mississippi.

I have been engaged in the field of radio consulting for over 36 years, and have submitted numerous similar studies to the Commission which have been approved. My qualifications, therefore, are a matter of Commission record.

The Commission has held that in spacing studies, kilometers may be rounded to the nearest whole number. In this case, the indicated shortspacings are LESS than .50 kilometer, Hence, they may be rounded to ZERO, and there is no official shortspacing in this proposal.

Should questions arise, or additional information be required, please contact the undersigned.

Regards,



J. Boyd Ingram

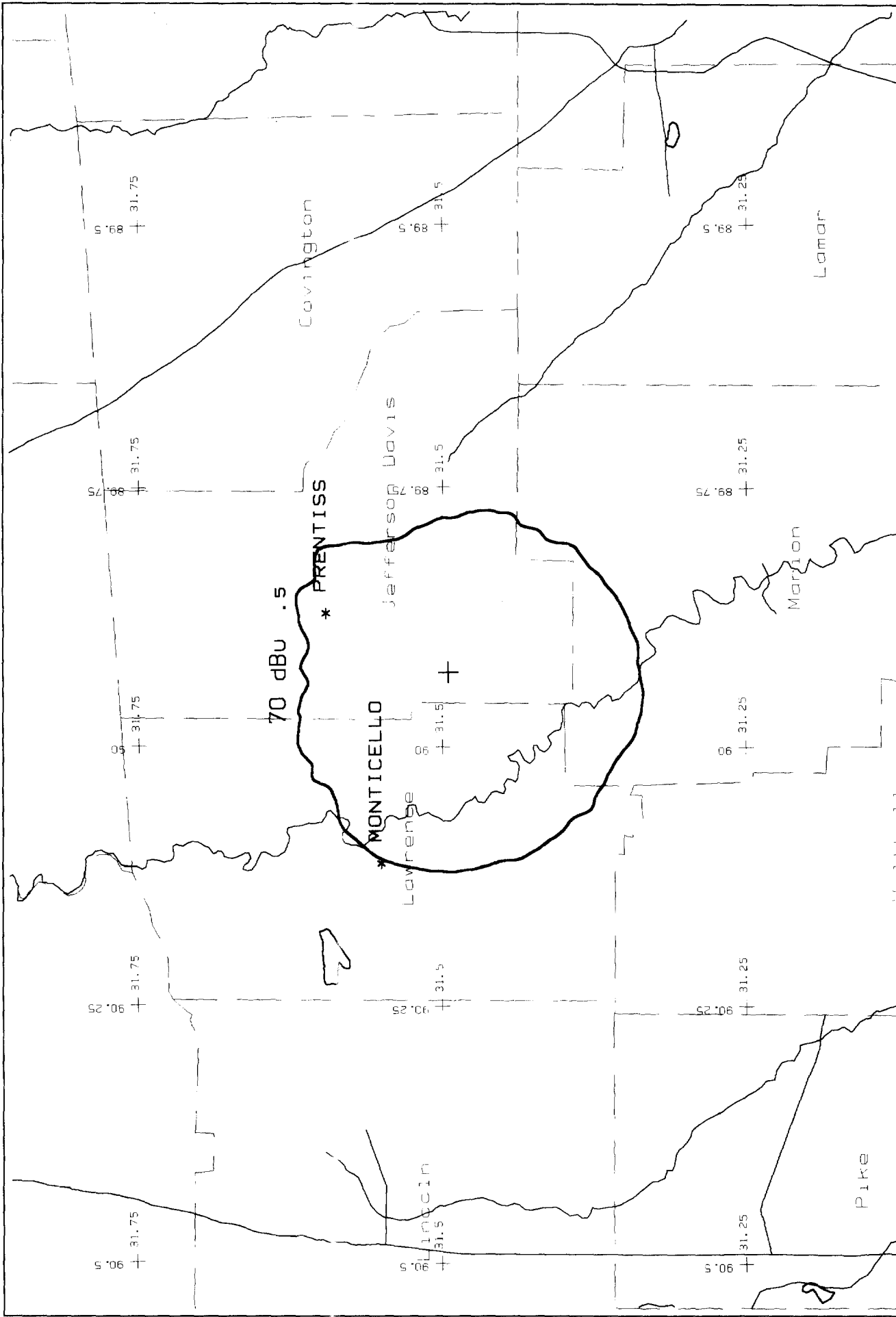
J BOYD INGRAM - BROADCAST CONSULTANT  
 POB 73 BATESVILLE MS 38606

## PRENTISS

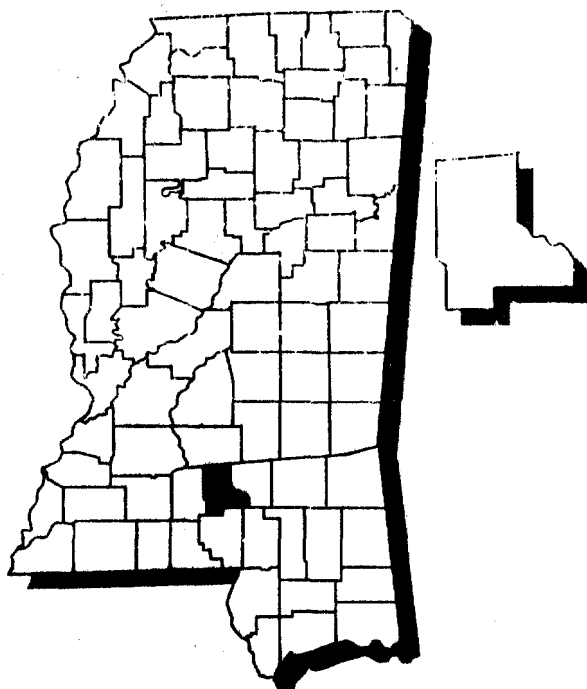
REFERENCE		CLASS A	DISPLAY DATES
31 29 43 N			DATA 04-26-96
89 55 43 W	Current rules spacings		SEARCH 05-17-96
----- CHANNEL 285 -104.9 MHz -----			

CALL	CH#	CITY	STATE	BEAR'	D-KM	R-KM	MARGIN	
WZFLFM	285A	Centreville	MS	247.8	114.52	115.0	-0.48	*
WXRR	283C1	Hattiesburg	MS	95.3	74.58	75.0	-0.42	*
WBKJ	286C1	Kosciusko	MS	2.4	132.63	133.0	-0.37	*
WZFLFM	285A	Centreville	MS	247.6	114.65	115.0	-0.35	*
WZBA	285C2	Moss Point	MS	124.5	180.02	166.0	14.02	
WSLY	285C2	York	AL	60.6	180.65	166.0	14.65	
WYLK.C	284A	Folsom	LA	188.9	93.15	72.0	21.15	
AP282	282C3	Bude	MS	275.9	71.14	42.0	29.14	
AP282	282C3	Bude	MS	274.4	71.30	42.0	29.30	
AP282	282C3	Bude	MS	274.8	73.40	42.0	31.40	
ALOPEN	282C3	Bude	MS	274.0	79.14	42.0	37.14	
KBYOFM	285A	Tallulah	LA	310.7	160.01	115.0	45.01	

The above spacing study demonstrates the availability of FM Channel 285A at a restricted site. The Commission policy permits rounding to the nearest kilometer. Since short spacings are LESS than .50 Kilometer, they may be rounded down to zero. Therefore, there is no official short spacing in this proposal.



Scale in km		285	6kW	PRENTISS	
0	10	20	30	40	J BOYD INGRAM - 0
N. Lat. 31 29 43		W. Lng. 89 55 43			



#### County Seat(s):

Prentiss

**Land Area** ..... 409 square miles

Acreage in commercial forests ..... 55%

#### National Parks / Historic Landmarks:

None

#### State Parks:

None

#### Transportation:

Airports ..... Prentiss-Jefferson Davis Co., Prentiss

Major highways ..... MS 13, MS 35, MS 42, US 84

Rail ..... Columbia & Silver Creek, Illinois Central

Major ports ..... None

Source: *Mississippi Elected Officials Directory; Mississippi Institutions of Higher Learning, Handbook of Selected Data, 1989; Mississippi Department of Transportation.*

#### County Population:

	1990 Population	1990 Racial Percentage	1980 Population	Percent Change 1980-1990
Total	14,051	100.0	13,846	1.5
White	6,330	45.1	6,401	-1.1
Black	7,675	54.6	7,421	3.4
Other	46	0.3	24	91.7

#### Age Breakdown:

0 to 17 .....	31%
18 to 44 .....	37%
45 to 64 .....	18%
65 and over .....	14%

#### Cities with Population Over 1,000:

	1990 Population	1980 Population	Percent Change 1980-1990
Prentiss	1,487	1,465	1.5

Source: *US Bureau of the Census, Census of Population, 1980 and 1990.*

#### Major Sources of Earnings (BEA), 1991

Category	Percent of Total
Manufacturing .....	22.6
Trade .....	15.1
Services .....	14.2
Government .....	26.9

Source: *US Bureau of the Census, Census of Population, 1980 and 1990; US Bureau of Economic Analysis, April 1991 and May 1993.*

	1989 Income	1979 Income
Median family income	\$19,053	\$12,352
Median household income	15,442	10,512
	1991 Income	1981 Income
Per capita income	\$9,076	\$5,784
Total personal income (Place of residence, millions)	\$125.9	\$81.5

	1992	1982
<b>Total employment</b>	4,700	3,940
<b>Unemployment rate</b>	14.2%	16.2%
<b>Nonagricultural wage and salaried employment (by place of work)</b>	2,650	2,120
Manufacturing	840	320
Mining	30	70
Construction	40	110
Transportation, communication, and public utilities	110	100
Wholesale and retail trade	400	390
Finance, insurance, real estate	70	70
Services and miscellaneous	370	380
Government	790	680
<b>Agriculture (by residence)</b>	90	140
<b>Civilian labor force participation rate, 1990</b> .....	51.7%	

Source: US Bureau of the Census, Census of Population, 1980 and 1990; Mississippi Employment Security Commission, Annual Averages, 1984-1993.

	FY 1992 (In Millions)	FY 1982 (In Millions)
<b>Total retail sales</b>	\$40.3	\$60.5
Automotive	4.3	9.7
Machinery, equipment, and supplies	2.1	1.2
Food and beverages	16.2	13.4
Furniture and fixtures	0.5	0.8
Apparel and general merchandise	6.4	6.0
Contracting and materials	4.2	24.6
Miscellaneous retail	2.2	2.1
Miscellaneous services	2.0	1.3
<b>Total wholesale sales</b>	N/A*	8.1
<b>Public utilities</b>	2.4	1.3

Source: Mississippi State Tax Commission, Service Bulletin, fiscal year ending June 30, 1992.

\* Figures are suppressed to avoid disclosure of confidential information or were less than \$50,000.

Mississippi has eight public universities and numerous private colleges conveniently located throughout the State. There are also 15 public community colleges with branches accessible to all Mississippi residents.

<b>Percent of population finishing high school</b> .....	57.4%
<b>Percent of population with a bachelor's degree</b> .....	8.9%
<b>Area senior colleges</b> .....	University of Southern Mississippi, William Carey College, Jackson State University, University of Southern Mississippi (Gulfport), Tulane University
<b>Nearest community college</b> .....	Pearl River Community College, Mississippi Gulf Coast Community College (Jefferson Davis)
<b>Total number of schools in county</b> .....	8
Vo-Tech schools in county .....	1
Vo-Tech enrollment in county .....	437

Source: US Bureau of the Census, Census of Population, 1980 and 1990; Mississippi Department of Education; State Board for Community and Junior Colleges; Mississippi Institutions of Higher Learning.

**Total number of business establishments** ..... 184

#### Five largest manufacturers

Industry	Number of Employees	SIC Code	Primary Products
KLH Industries, Inc.	600	3714	Automotive wiring harnesses
Horace Small Apparel Company, Inc.	115	2321	Uniform shirts
Polk's Meat Products, Inc.	32	2013	Boneless ham and smoked pork sausage
Cool-Mist, Inc.	14	3585	Air conditioning energy saving products
Prentiss Headlight	6	2711	Newspaper

Source: Mississippi Department of Economic and Community Development, Mississippi Manufacturers Directory database, 7/94; US Department of Commerce, County Business Patterns, 1990.